

**Presentation Design for Strategic Communication**  
**JOMC 334 - 001; SPRING 2016**  
**UNC School of Media and Journalism**  
**Melissa Hudgens, Instructor**  
**Fridays 9:05 AM – 11:20 AM; 1/15/2016 - 4/22/2016**  
**Carroll Hall, Room 268**

**COURSE OBJECTIVES**

This course introduces students to the current technology, principles and professional practices of graphic design. Students will attain basic competence in the Adobe Creative Suite (Illustrator, InDesign, and Photoshop which represent the industry standard in design software). In the process, they will become acquainted with a wide range of techniques for computer-aided illustration, photo manipulation, print publication and website design. We will also be using WordPress to create a working website. For our final class project we will be using Adobe Premiere. Students will also study the technical nomenclature of graphic design and learn fundamental principles of typography, color theory and visual composition.

**IN-CLASS WORK SESSIONS**

Although some of our classes will take the form of lectures and demonstrations, other sessions will be in-class work sessions. Students will work on their assignments independently, and the instructor will be there to provide technical and creative guidance on an as-needed basis.

**ASSIGNMENTS, LAB, AND BACKING-UP YOUR WORK**

Students will be expected to spend a *minimum* of 2-3 hours outside of class working on assignments and software tutorials. **You are expected to devote whatever time is necessary to master the assigned material and complete all projects to the best of your ability.** Please allow ample time outside of class to experiment with the Adobe software (Illustrator, InDesign, Photoshop, Premiere) and become familiar with its tools and techniques. Our class demonstrations and instructional videos (Lynda.com) should be helpful, but the best way to master this software is to spend time with it. If you would like to be able to work on your own computer you can buy the Adobe Creative Cloud for \$20/month (through Adobe.com) which includes all the software we will use in this class. You can also use Virtual Labs to use the software on your own computer.

Each student will have server space to store their work-in-progress. It is your responsibility to keep track of your files, so I also recommend that you archive your projects on a personal flash drive or portable hard drive. Lost files at a deadline are not excusable and will adversely affect your final grade.

**LYNDA.COM**

Lynda.com is an online resource of instructional videos to supplement our classroom work that all UNC students have free access to. You will be **required** to watch a number of videos that explain the software we will be using in class for our projects throughout the semester. I also recommend that you view all the free videos - located on apple.com - relating to the Mac operating system, especially if this is your first hands-on experience with Macintosh computers.

**TEXTBOOK**

*The Non-Designer's Design Book (4th Edition)* by Robin Williams is the textbook on which this class has been structured. You are not required to purchase this book, however I would recommend it as a supplement to our in-class lessons. It is an introduction to basic design and typographic principles which will lay the groundwork for more advanced work.

**DESIGN SKETCHBOOK**

Each student should purchase and maintain a sketchbook of their graphic design ideas. Even when you have become fluent with design software, it is often helpful to step away from the computer and think with a pencil. A sketchbook is a great place to write down your ideas, sketch rough concepts for your design projects, and collect inspiring examples of design.

**GRADING AND CLASS PARTICIPATION**

**You are required to participate in critiques and reviews in class, which will also count towards your class participation portion of your grade.** Critiques are intended to stimulate thought and discussion between you and your colleagues. It is a forum for learning as well as standard practice for developing ideas.

There will be four projects during the semester plus a final project. Additionally, we will have in-class exercises.

*Grades on all assignments will be out of 100 points as follows:*

- 10 points - Showed progress on project and participated in critique(s)
- 15 points - Followed parameters of project
- 25 points - Created interesting, original, visually-appealing layout
- 25 points - Used principles of proximity, alignment, repetition, contrast
- 25 points - Craftsmanship

**Please allow up to two weeks for grades to be returned to you.**

*Semester grades will be determined as follows:*

- Class Participation: 10%
- Regular Assignments: 60%
- Final Project: 30%

Please be aware that I reserve the right to change grades at the end of the semester in some cases based upon your class attendance, participation in critiques and reviews, and the overall quality of your work. ***You are allowed one absence. Any additional absences will adversely affect your grade. Also, if you are more than 15 minutes late to class it will count as an absence.***

### **ACADEMIC INTEGRITY**

Inspiration and influence are important parts of the design process, and you will be encouraged in this course to seek out the work of other designers for inspiration. However, direct copying of another designer's work is plagiarism, no less than stealing another author's words. Students taking this course are expected to abide by the provisions and the spirit of the Honor Code of the University of North Carolina at Chapel Hill. Please let me know if you have any questions about your responsibility or my responsibility under the Honor Code and how it pertains to assignments for this class.

### **CONTACT INFO**

Email is generally the best way to reach me, and I can usually get back to you quickly if you have an urgent matter to discuss. My address is: [hudgensm@email.unc.edu](mailto:hudgensm@email.unc.edu). I am also available to meet briefly before or after class if you let me know ahead of time. Otherwise, we can set up a time to meet that is mutually acceptable. I generally hold office hours during the week a project is due.

### **CLASS SCHEDULE**

January 15th - Overview of class.

January 22th - Lecture on Proximity. In-class exercise using Illustrator. Critique.

January 29th - Lecture on Alignment and typography. First project assigned.

February 5th - Lecture on Repetition. Work time. In-class critique on project one.

February 12th - Work time for project one. First project due. Lecture on logos. Second project assigned.

February 19th - Lecture on Contrast and color. Work time. In-class critique on project two.

February 26th - Work time for project two. Second project due. In-class exercise using InDesign. Third project assigned.

March 4th - Studio time to work on project three. In-class critique on project three.

March 11th - Work time for project three. Third project due. Lecture on web design. Fourth project assigned.

March 18th - Spring break, no class.

March 25th - No class.

April 1st - Studio time to work on fourth project. Fourth project due. Guest lecture on Adobe Premiere. Final project assigned. If time, studio time to work on final project.

April 8th - In-class critique on final project. Studio time to work on final.

April 15th - In-class critique on final project. Studio time to work on final.

April 22nd - Last day of class. In-class critique on final project. Studio time to work on final.

April 29th - Final Project due, 12pm on Sakai.

**SEEKING HELP:**

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

**DIVERSITY:**

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

**SPECIAL ACCOMMODATIONS:**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

**ACCREDITATION**

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.